

QUESTIONNAIRE

1. To make this newspaper a genuine voice for the whole neighborhood, we need your reactions. Could you take some time at your next branch meeting to discuss the following questions and then have your secretary send either Mr. Pitts or Rev. Jefferson a summary of your discussion:

- A. Did everyone receive a copy of the newspaper? How many did not?
- B. How many received the copy through delivery to their homes? How many picked up their copies in stores? Other places?
- C. How soon after the paper was out (Saturday, April 16) did people receive their copies?
- D. What did readers like most about the paper? What did they like least? What suggestions would they make to improve the paper in coverage, content, style, photos, distribution, advertising, etc.? Do you have any suggestions for re-naming the newspaper?
- E. How many are aware that they can buy classified advertising space at 50¢ per line for items they want or would like to sell, etc.? (Any members who desire to so advertise - and these reach 10,000 homes - should contact Mr. Louis Pitts two weeks prior to the next issue which is presently scheduled for the last week of June.)
- F. How many persons have patronized any of the merchants advertising in the Neighborhood News as a result of seeing their ads? How many mentioned to the merchants that they had seen their ads in the newspaper?